

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
27 October 2005 (27.10.2005)

PCT

(10) International Publication Number
WO 2005/099524 A1

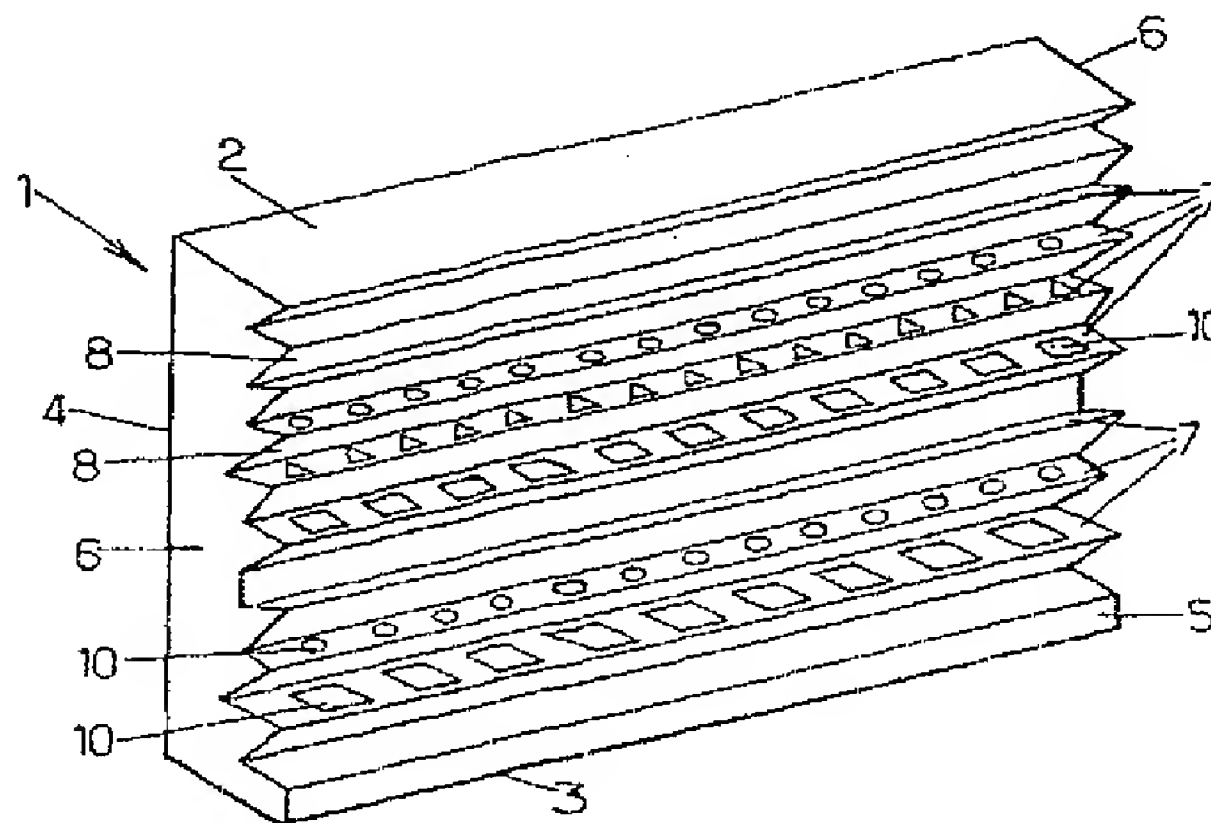
- (51) International Patent Classification⁷: A47F 7/00 [FR/FR]; c/o Christian Dior Couture, 30, avenue Montaigne, F-75008 Paris (FR)
- (21) International Application Number: PCT/FR2005/000734 (74) Agents: GAREL, Régis et al ; Cabinet Plasseraud, 65/67, rue de la Victoire, F-75440 Paris Cedex 9 (FR)
- (22) International Filing Date: 25 March 2005 (25 03 2005) (81) Designated states (unless otherwise indicated for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.
- (25) Filing Language: French
- (26) Publication Language: French
- (30) Priority Data: 04/03,327 30 March 2004 (30 03 2004) FR (84) Designated states (unless otherwise indicated for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM,
- (71) Applicant (for all designated States except US): PARFUMS CHRISTIAN DIOR [FR/FR]; 33, avenue Hoche, F-75008 Paris (FR)
- (72) Inventor; and
- (75) Inventor/Applicant (for US only): SLIMANE, Hedi

[continued on next page]

As printed

(54) Title: DISPLAY STAND FOR ARTICLES SUCH AS COSMETIC PRODUCTS

(54) Titre : PRESENTOIR D'ARTICLES TELS QUE DES PRODUITS COSMETIQUES



(57) Abstract: The invention relates to a display stand for articles such as cosmetic products. The inventive display stand consists of a vertical board (1) comprising a rear face (4) and a front face (5). According to the invention, the front face is formed at least partially by a plurality of first panels (7) and a plurality of second panels (8) which are inclined in relation to the first panels (7), said first panels (7) being designed to receive the articles (10). Moreover, at least one of the second panels (8) is equipped with a reflective surface (8a) such that an image of the articles positioned on the opposing first panel (7) are visible on the second panel (8) to a person facing the board (1).

[continued on next page]

WO 2005/099524 A1

ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

- with international search report

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

Declaration(s) under Rule 4.17:

- of inventorship (Rule 4.17(iv)) for the following designation
US

(57) **Abrégé :** Présentoir d'articles tels que des produits cosmétiques, comprenant un panneau vertical (1) qui présente une face arrière (4) et une face avant (5) formée au moins en partie par une pluralité de premiers pans (7) et une pluralité de deuxièmes pans (8) inclinés par rapport aux premiers pans (7). Les premiers pans (7) sont adaptés pour recevoir lesdits articles (10) et au moins l'un des deuxièmes pans (8) présente une surface réfléchissante (8a) de telle sorte qu'une personne disposée en face du panneau (1) observe sur le deuxième pan (8) précité l'image desdits articles rapportés sur le premier pan (7) disposé en regard.